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What does success mean to you? At 3M Oral Care, we think that's a very important question. Of course, even more important than the question ... is your answer. Because understanding how we can help you succeed is paramount to everything we do, from the products we develop to the services we provide.

First and foremost, we know our products must deliver clinical success. As a combined orthodontic company, a health care company and a global technology company, we rightly spend a substantial amount of time and effort on technical innovations. New materials, new processes, and the ability to combine technology from across the company and around the world has led to some exciting new technologies – like our APC™ Flash-Free Adhesive bonding system, SmartClip™ and Clarity™ SL Self-Ligating Brackets and Forsus™ Class II Correctors. To be truly useful, these innovations must help doctors solve difficult cases and drive outstanding clinical success.

But while clinical success is important, we know that it is not enough. So the second dimension is professional success. The orthodontic market is more competitive than ever before. A great doctor can provide fabulous treatment, but ultimately, professional success won't follow unless treatment is done efficiently and with a growing number of patients. A thriving practice must be part of the success equation. That is why in addition to great clinical results, we work to ensure 3M products drive efficiency by saving time and effort. Additionally, 3M products like Clarity™ ADVANCED Ceramic Brackets and the Incognito™ Appliance System help differentiate and grow practices. They do this by giving both doctors and patients what they want – a highly aesthetic alternative to metal brackets, and a preferred alternative to the cost, complexity and limitations of clear tray aligners.

The third area of focus is personal success. While this concept can mean different things to different people, to us it includes helping the entire practice feel good about what is done every day. We're fortunate to work in a field that can change lives in a profound manner. Restoring a smile and helping to maintain good oral health that will last a lifetime is challenging but deeply meaningful work. When we can help deliver clinical and professional excellence, we also help doctors and their staff feel proud and enthusiastic about what they do every day ... and that makes us pretty happy too.

3M Oral Care is committed to a continuing investment in the overall improvement of oral health worldwide. That means helping you to help patients have a healthy and beautiful smile, today and in the future. That's a good thing for everyone.

Please enjoy this issue of *Orthodontic Perspectives Innova*. We have informative articles for you from your colleagues around the world, who share their success using 3M products in treatment. And we invite you to contact us and let us know if we've got it right.

**3M** Science.  
Applied to Life.™